



Express Mail Label No.: EV 304 884 305 US  
Docket No.: 5217.00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#9  
mzw

|  |                            |
|--|----------------------------|
| First Named Inventor : CRISTOFALO  |                            |
| Appln. No. : 09/834,500  |                            |
| Filed : April 12, 2001   | Group Art Unit: 3622       |
| Title : SYSTEM AND METHOD FOR PROVIDING TARGETING OBJECT ORIENTED VIDEO CONTENT TO USERS | Examiner:<br>Daniel LASTRA |

**ASSOCIATE POWER OF ATTORNEY**

(37 CFR 1.34)

(For Representation Related To A Patent Application)

**RECEIVED**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

NOV 08 2003

**GROUP 3600**

Sir:

In the above-referenced patent application, please recognize **Scott W. Doyle**, Registration No. **39,176**, as Associate Attorney in this application to prosecute the patent application identified above and to transact all business in the Patent and Trademark Office connected therewith, including full power of association, substitution, and revocation.

Please direct all telephone calls to: **Scott W. Doyle** at (703) 760-7721.

Please send all correspondence to **Customer No. 25227**, at the address corresponding thereto, currently:

**Morrison & Foerster LLP**  
**1650 Tysons Boulevard, Suite 300**  
**McLean, VA 22102**

Dated: 10/28/03

Signature: [Signature]

Name: John T. Kennedy  
Reg. No.: 42,717